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350 blooms Mastodon Pansies from our open seed fields of Greenhouse Special Mixed, improved Specimens to be found in Miracle Mixed

WHOLESALE ONLY

Steele's Pansy Gardens

Since 1893

East 42nd at Powell Street
Portland, Oregon, U. S. A.

E. J. Steele, Manager
M. I. Steele, Secretary

1927

WATCH YOUR STEP—"KNOW WHAT YOU SOW"

STEELE'S SERVICE SPELLS SATISFACTION

So that we may supply the increasing demand for Mastodon Pansy Seed, we have purchased a 34-acre ranch which is now under development for the cultivation of pansies only.

Write for illustrated "Steele's Commercial Pansy Culture"—Free. No obligations.

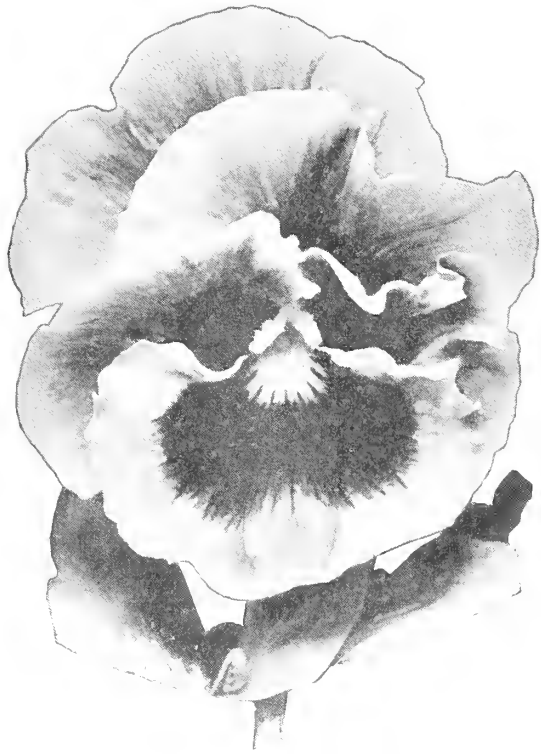


Photo of type found in *Miracle Mixed*

Mastodon Miracle Mixed

Mastodon Miracle Mixed is the most popular strain we have ever offered. From everywhere comes the demand for highest quality; this is it.

If you paid us five times the price we could give you nothing better than *Miracle Mixed*. For prices, see last page.

To Save You Money

As a rule, the best flower seed is to be found in separate colors. **This is not true of Mastodon Pansies.**

1/16 oz. each of our 16 separate colors costs you . . . \$11.90
 One oz. of our Greenhouse Special, as good, costs . . . 6.00
 One oz. of *Miracle Mixed* completely outclasses those sixteen varieties 10.00

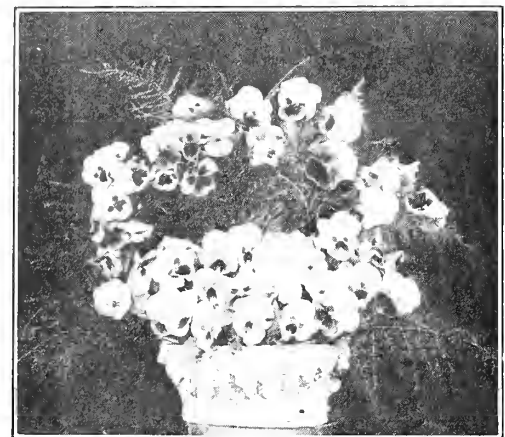
If your trade requires special types, then conservative buying of these colors is advised.

MASTODON PANSIES

The strain originated by us and named Mastodon, includes white, dark center, dark blue center and light blue center, pure white, black, Burgundy red, lavender, violet, light blue, bronze, royal purple, rose, cerise red, red with silver rim, mahogany, yellow, wine colored, red and gold, lavender and gold, henna red, some ruffled types, with a dozen or more variations in each color, in size measuring up to three and seven-eighths inches in diameter.

Getting down to brass tacks—as a commercial grower of pansy plants, there are three factors you consider when you select a strain of pansy seed.

1. Will there be a well balanced, wide range of colors that will give entire satisfaction to your customers, as to size, beauty and novelty, **when they come into bloom?** If Mastodon Pansies, **yes!**
2. Will they bloom extra early in the Spring, showing a fine, **large** bloom, on a **small** stocky plant, with proper care and cultivation? This is the way they grow for us.
3. Will the seed germinate to your entire satisfaction? If Mastodon Pansies, **yes!**



MASTODON PANSIES

PREPARING BED FOR GERMINATING SEED

1. Have your ground perfectly clean and free of weeds and trash, pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to a depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Roll or rake down and tamp surface true and smooth.
5. Use the hose freely and soak down the bed several inches.

6. Sow your seed in drills or broadcast—we sow broadcast.
7. Cover as lightly as possible with your best soil or sand. Sand is best.
8. Use spray of water to moisten surface.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use unbleached sheeting, cheapest grade, to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift tops of beds with thin layer of barnyard scrapings. To avoid damping off, water young seedlings **very sparingly**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 75 to 90 square feet to sow an ounce of seed.

If possible, alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

LEST YOU FORGET

We are originators of Steele's Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

Our commercial pansy culture tells you why. See page 20.

E. J. Steele
Manager

PETUNIAS

You will be delighted with these Portland Petunias. Knowing their splendid quality and the high character of the grower and originator, it is a pleasure for me to recommend them to you.

PRIDE OF PORTLAND—

A beautiful deep rose pink flower, finely fringed edges and yellow to whitish throat. Freely branching habit, with medium to large flowers.

ELKS PRIDE—

Flower of richest royal purple, nearly black, plain edged, medium size. Very rank growing, somewhat trailing habit; a wonderful porch box plant.

APPLE BLOSSOM—

A large flowering light pink fringed flower of apple blossom color freely branching, rather compact grower.

SCARLET BEAUTY—

Unusual red colored petunia, heavily fringed shading to maroon, not branching freely.

LILAC BEAUTY—

A pleasing soft lilac colored flower not fringed, rampant grower, fine for porch box planting as it is partly trailing. A splendid color for blending with other shades.

WHITE BEAUTY—

A neat, finely fringed, pure white flower with yellow throat. Excellent for blending with contrasting colors or softening harsh color combinations in other flowers for bed or box plantings.

RUFFLED HELIOTROPE—

A new selection, resembling a giant of California, large ruffled edges, soft heliotrope with network of darker veins radiating from dark colored throat. Vigorous thrifty grower, branching freely.



Well grown 3-inch pot *Pride of Portland* Petunia showing quality to perfection

Timely placing of orders will insure their being filled complete as stock is limited in quantity, and all seed is from hand pollinated flowers only. Our seed is all put up in trade packets containing from 12 to 15 hundred seeds at 75 cents per packet or 3 packets for \$2.00.



Steele's Pansy Gardens

Portland, Oregon, U, S. A.

STEELE'S SERVICE SPELLS SATISFACTION

PANSIES — 1927 Crop

Mastodon Miracle Mixed—Our super mixture contains all the finest types of all our strains, latest novelties, and including ruffled flowers and many of our new sunburst pansies, smoky rims and henna shades, with fine long stems. Fine forcing. O. K. outside. Price: 1-16 oz., \$0.85; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.75; $\frac{1}{2}$ oz., \$5.25; 1 oz., \$10.00; 2 oz., \$19.00; 4 oz., \$34.00.

Mastodon Masterpiece Mixed—A wonderful strain in size and quality. Hardy. Best for cut flowers. Price: 1-16 oz., \$1.00; $\frac{1}{8}$ oz., \$1.75; $\frac{1}{4}$ oz., \$3.25; $\frac{1}{2}$ oz., \$6.25; 1 oz., \$12.00; 2 oz., \$22.00; 4 oz., \$40.00.

Golden Gate, 1925 Novelty—A monster Golden Yellow with dark center. Unequaled in size and beauty. Price same as Masterpiece Mixed.

Mlle. Irene—A shade never before known to pansies. A henna red. A grand flower with a long, strong stem. Price same as Masterpiece Mixed.

Steele's Mastodon Striata—Mostly dark and rose pink shades, mottled and beautifully striped in true sunburst fashion.

Improved Vulcano—A rich, velvety Burgundy red of immense size.

Steele's Improved Orchidea—Very fine. Pastel shades.

Steele's Improved Isabelle—A superb ruffled bronze and yellow. A wonderful rebuilt strain.

The price of each of four varieties named above is: 1-16 oz., \$0.85; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.75; $\frac{1}{2}$ oz., \$5.25.

Steele's Mastodon Greenhouse Special—Mixed, O. K. outside or inside; highly recommended. 1-16 oz., \$0.65; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; $\frac{1}{2}$ oz., \$3.25; 1 oz., \$6.00; 3 oz., \$16.00; 4 oz., \$21.00.

Steele's Panama Pacific—A large yellow; some with dark centers, some without.

Steele's Parisian Yellow—A pure yellow.

Steele's Bronze Mastodon—Very large. All the different shades from burnished brass to gold.

Steele's White Mastodon (dark center)—The largest pansies we have ever seen.

Steele's Grand Duke Michel (Improved Candissima)—The largest all-white pansy.

Steele's Madame Perrett—With edges of petals frilled—bordered white; colors, wine, pink and red.

Steele's Black Mastodon—Nearly all jet black.

Steele's Mastodon Madame Steele—Elk's purple; immense blooms; a perfect self.

Steele's Prince Henry—A splendid dark blue.

Steele's Improved Beaconsfield—New. A fine bluish purple with a distinct lavender tinge on the upper part of the upper petals.

Steele's Mastodon Adonis—Light blue, baby blue and lavender shades.

The price of each of the ten varieties named above is: 1-16 oz., \$0.65; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; $\frac{1}{2}$ oz., \$3.25; 1 oz., \$6.00.

Owing to variations in soil, climate, care and cultivation, we are not responsible for the crop.

The short time allowed us to pack and ship seed on the day order is received makes it impossible for us to fill orders for seed in packets smaller than sizes listed.

Wholesale Prices Net